The Story of the

FIVE DREAM KITCHENS

by

Hazel Dell Brown

Mike Jackson 1987

The Story of the FIVE

"You should see my new kitchen!

I never dreamed what a pleasure cooking and washing dishes could be—I love it! All we did was put in a beautiful new Armstrong Floor, get a few new gadgets—and, my dear, my whole life is changed! Come over, as quick as you can—but I warn you, I'll entertain you in the kitchen!"

Capturing Sunshine for Your Kitchen

(Illustration on Cover)

The inevitable three meals a day and their aftermath of dishwashing lose some of their terror when your work can be done in a neat dewy fresh kitchen like this, schemed in ivory, black, and clear yellow—punctuated with red.

The subtle shading of the ivory tile Linowall wainscoting No. 743 finds a perfect complement in the ivory, gray, and black Embossed Inlaid floor pattern No. 5440. The cabinets are gray smartly topped with vivid yellow linoleum.

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DREAM KITCHENS

Are you, too, a little weary of working hour after hour in the kitchen? Wouldn't you like, sometimes, to just give up the whole business of housekeeping? Most of us would. It all seems so monotonous . . . that is, until we learn the secret. And the secret is this: Beauty is a cure for the blues! A beautiful, modern kitchen will lighten any housewife's work.

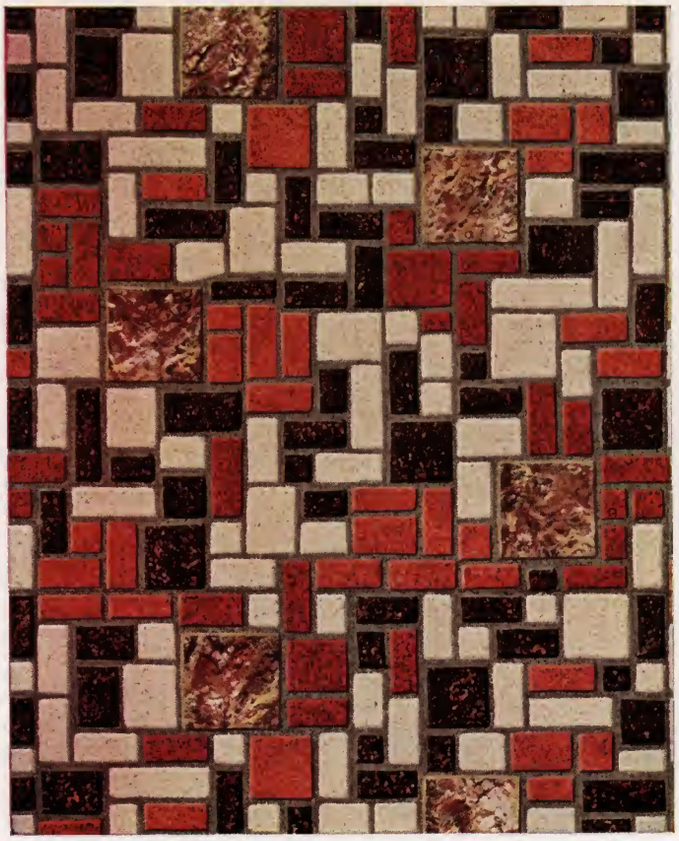
Here is the way many women stumble upon this secret. One dull morning the newspaper carries the advertisement of a local merchant who talks about bright new floors. The present kitchen floor is a bit ragged, and certainly uninspiring. That afternoon a visit is made to the store. A nice selection of gay, colorful patterns makes the problem of choosing the appropriate floor a simple one.

The actual installation of the floor takes only a few hours. Well-trained men with the happy faculty of doing neat work, come in, cement the linoleum floor permanently over felt, and leave behind them the completed dream kitchen. And even the old fixtures take a new lease on life with the bright newly-waxed floor.

If you will only follow this simple formula, you will get a new pleasure out of working.

Besides being considered a smart housewife, there's another big reason why you'll be glad you made the heart of your home so gay. You'll be an inspiration to the hard-working gentleman who comes home each evening expecting to see things looking nice. Every man likes to have a happy wife, not one who is kitchen-weary! That's *his* private little dream. And remember, it costs very, very little to make this dream come true!*

*If you'll take the floor measurements of your kitchen to your merchant, he'll tell you exactly how much it will cost to place a beautiful Armstrong's Linoleum Floor in your own home.



No. 5413 Embossed Inlaid

Daring in Arrangement and Color

Let's go straight to the point and talk about the main feature of this kitchen—that unusual plan of placing the sink at right angles to the window: First, the light comes over your left shoulder instead of straight into your eyes; second, it saves valuable wall space and puts otherwise useless floor space to work; third, it concentrates the food preparation center so that a minimum of steps is required to reach the sink, cupboards, refrigerator, and stove; fourth, two people can work at the sink comfortably. Why didn't we think of it before?

However, the laboratory-like efficiency of this kitchen would not be so appealing were it not clothed in such an abundance of color. There's nothing subdued about this daring scheme of gay red and cream.

If your kitchen is in need of uplift, why not try this recipe:

Take a floor of Armstrong's Standard Embossed Linoleum Pattern 5413.

Border it with a 1½-inch strip of plain white linoleum and a wide band of plain ruby red linoleum.

Wainscot your walls with a perfectly lovely ivory tile Linowall No. 743.

Paint the upper walls a daring red.

Cover the right angle cabinet-sink, dressers, and table tops with ruby red linoleum edged with satiny Stainless Steel, Monel Metal or chromium trim.

Paper the walls back of the open cupboard and the refrigerator alcove with a charming red toile wall paper, shellacked for service.

To this rhapsody in red and cream add:

Curtains of sheer striped organdy cinched in with perky bows of the same material.

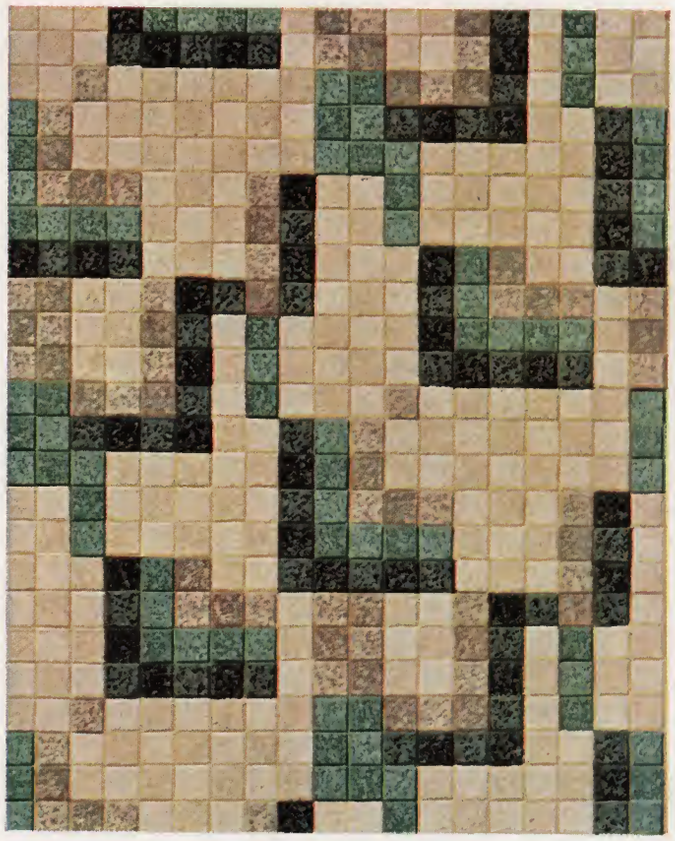
Two strings of bright colored artificial Mexican fruit and vegetables.

Colorful Basque-like towels at the end of the sink.

A peasant stool.

Turquoise blue chair for that convenient little desk in the corner.

. . . even your best friend, for a moment, will be jealous of you for cornering so many darling ideas.



No. 5442 Embossed Inlaid

A Refreshing Symphony in Greens

A vision of coolness, this kitchen suggests the freshness of a garden after a shower—let's say a vegetable garden, because that very new and very smart wall paper with the naive and gayly colored vegetable motif has given such delightful zest to a simple color scheme.

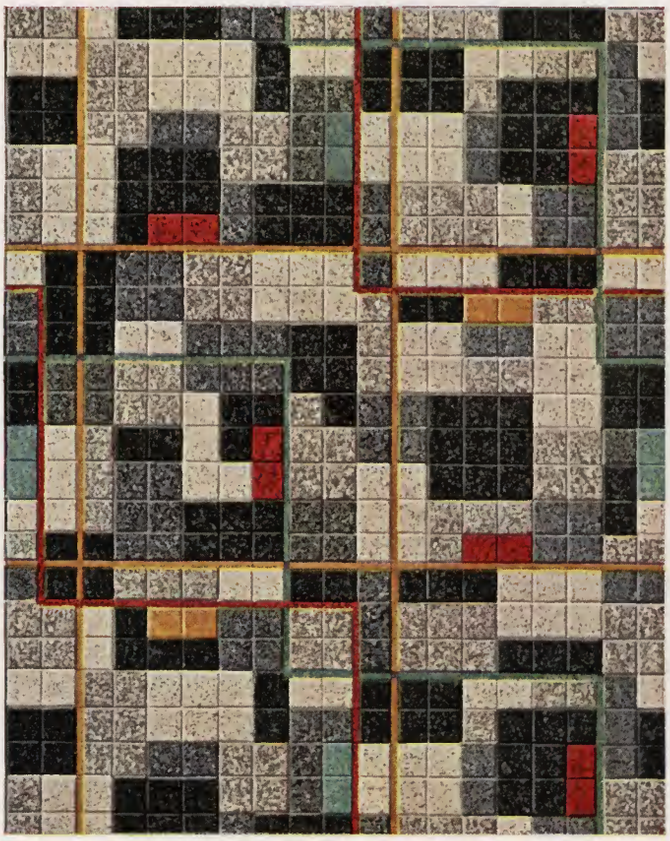
Oh—you say you are tired of green kitchens; they've been done to death! Well, there are greens and GREENS. The deep myrtle shade in this plan gives the lighter green a certain distinction. Three good decorative materials make up the background for this tidy little kitchen—the floor of Armstrong's Embossed Linoleum No. 5442, the wainscoting of Linowall No. 740 in close gradations of soothing green, and the fanciful wall paper.

Instead of the usual and obvious treatment, the floor was bordered in white linoleum with inset strips of jade and evergreen plain linoleum for accent. This same dark green linoleum was used for quiet counters and table tops and for the new type of linoleum and Stainless Steel sink. It's this sharp contrasting note of deep green appearing in stove and kitchen cabinet fittings, under-cut baseboard,

and chair that give character to the room. And, lest you miss it—make a mental note of that convenient rack for trays.

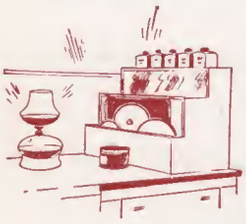
Of course, the liquid quality of the green rubberized silk curtains further emphasizes our cool idea and completes the scheme with the exception of that cozy little breakfast setting at the left of the picture. In front of a white leather padded and cushioned banquette is a just-right, long, narrow but practical breakfast table.

That white painted tin epergne for fruit—the oblong china trays to hold the egg cups and cereal bowl in lieu of the usual plate and doily combination—the maple leaf plates for rolls and butter, and the deep green thumb print goblets are refreshingly new and different.



No. 5460 Embossed Inlaid

Chinese Modern in a Breakfast Room and Kitchen



If you like modern things you may find in this plan a formula for your own ideal breakfast room and kitchen, especially if you live in an apartment, keep house on a small scale, and would like a breakfast room that might be used for lunch and impromptu suppers as well. Of course, it would be just as useful in a big house.

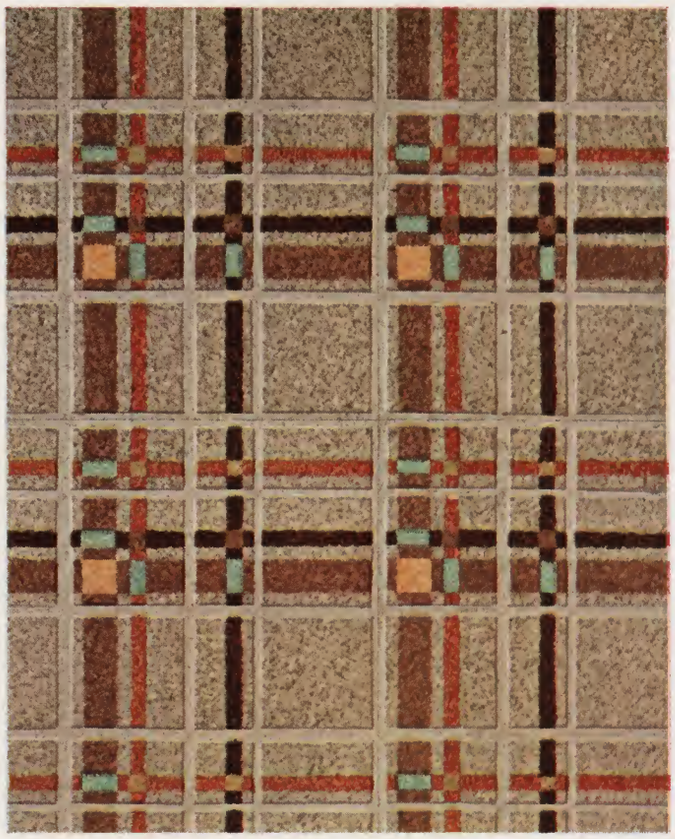
The floor, Armstrong's Embossed Inlaid No. 5460, suggested the Chinese motif and the MAD bright green for a dominant color which, in combination with gray and black becomes quite dramatic.

Several arresting decorative ideas distinguish this two-purpose room. To begin with, the dull polished black walls, the Chinese grill, and the curtains in brilliant parrot green are simply breath-taking.

If you would like your friends to grow faint with envy, make a note of those unusual curtains over the natural bamboo shades—widths and widths of gauze-like Chinese silk accordian pleated. They are positively glamorous!

The handsome yet casual bamboo chairs were a bit expensive but they do so much for the scheme that they are worth all they cost, especially when you save so much on your floors! As a foil for the breakfast room, the kitchen is done in restrained gray and silvery Monel Metal with just a touch of red. The walls and cabinets are simply pale gray with metal trim, the curtains a fascinating silver rubberized silk. Even the stove is pearly gray. And lest we forget that extra quip of smartness, the aquarium is illuminated from the bottom and incorporated as a part of the grill design.

Somewhat sophisticated yet undeniably practical, this kitchen is commended to young moderns who want chic FOR A SONG.



No. 5472 Embossed Inlaid

A Cottage Kitchen . . . Homey and Intimate

This kitchen was planned for the woman who is happily and frankly domestic —and proud of it—the nice sort of person whose husband, children, and friends just naturally drift into the kitchen to be with her while she works. So, efficiency experts to the contrary, this kitchen is purposely a bit roomy.

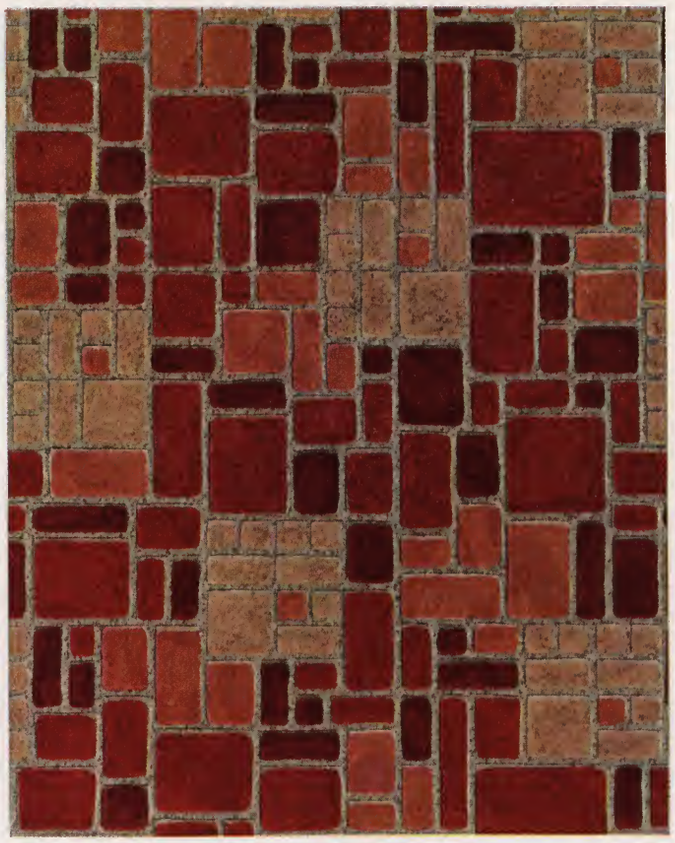
There is a certain serene charm about the scheme of copper and brown—how friendly and warm it seems in contrast to the wintry landscape. The pretty informal plaid linoleum floor is one of those highly satisfying combinations of beauty and serviceability. Best of all, it won't throw your budget into a panic. The design is Armstrong's Embossed Inlaid No. 5472.

Linowall, the new linoleum-like wall material, has been enthusiastically received by every housewife who has seen it. Instinctively she seems to sense its practical qualities. The coppery tones of the Linowall wainscoting chosen for this room (No. 741) suggested the delicious color used for the cupboards and wood trim, a sort of pink apricot, or it may be salmon is a better description. Metallic copper

paint was used for the scalloped frieze to harmonize with the polished copper hood over the stove which, by the way, is one of those modern miracles—a really good-looking, flat-topped gasoline range.

Those filmy soft curtains are embroidered batiste—the fifty-cents-a-yard kind. Sunlight does such fascinating things with eyelet embroidered material. You will be interested to know that what may look like a complicated style in that graceful swag, is really very simple. One long length of material was used for the diamond casement group of windows, two ordinary straight curtains for the other. The trick is all in the draping with the cotton cords and the glass tie-backs. For those necessary jewel-like accents, without which no picture is complete, clear green was used in small accessories—the table setting, the curtain tie-backs, and the child's chair. It goes without saying that this scheme is at its best in a northeast kitchen where the light is cold rather than on the sunny south side.

Warm, inexpensive, and friendly, we commend this kitchen to those home makers who by choice or necessity, do their own work and crave a joyous place in which to do it.



No. 5352 Embossed Inlaid

Peasant Charm in a Kitchen Workshop

Here is a kitchen that doesn't have to be coddled, worried over, and spared. It will take the grueling wear that any family kitchen receives and look pleasant because it's almost completely "linoleumed" from top to bottom. Yes, those soft brown walls are Linowall, called Pine No. 735; the floor a marvel of serviceability, Embossed Inlaid Linoleum No. 5352; and the counter tops plain terra cotta linoleum.

This new Linowall is really something to become excited about. It's like linoleum except for the backing. You know, genuine linoleum has a burlap back—Linowall has a strong, evenly woven fabric back which is better for walls. Like linoleum, the colors go through and, therefore, will not scrub off.

A business-like kitchen is desirable, but not at the expense of beauty. This is how the two qualities were combined . . . Starting with a permanent finish Linowall and an equally serviceable floor, natural

wood was the logical choice for cupboards and wood trim and, between you and me, there's really nothing quite like stained and waxed wood trim for a kitchen that gets hard use. The stark simplicity of plain wood was softened with a bit of free hand decoration in green, red, and blue on the cupboards, frieze, window recesses, and the tiny built-in desk at the left.

Peasant chairs, gay decorated boxes, wastebasket (on a swinging crane), makeup mirror, the black china cat so often seen in French Provincial kitchens, shiny copper utensils, and colorful table setting lend charm to serviceability. Another interesting item is those double sash curtains. Even if you don't know one end of a needle from the other, you can make them yourself for they're really a large coarse plaid linen lunch cloth with fringed edges, cut into four pieces. Of course, you do have to sew a casing for the rod. That's all, however.

And what makes it all unblemished joy is the fact that with expenses nudging you from the left and right, you can still afford this quaint, permanently finished kitchen, for both the walls and floor are surprisingly low in price.

LESS HOUSEWORK

When you have an Armstrong's Linoleum Floor in the kitchen

ARMSTRONG'S Linoleum Floors promise more than beauty—they promise freedom from costly refinishing and repairing. These are the easiest of all floors to keep in perfect condition. To care for a new Armstrong's Linoleum Floor, you need to do just this: Brush a dry mop over the floor every day. The dust and dirt, finding no recesses or rough spots to hide in, brush right up. Occasionally you may want to wash the floor to restore that "brand-new" look. When you wash linoleum be sure to avoid using harsh, gritty, or strongly alkaline soaps. For best results, Armstrong's Floor Cleaner is recommended, since it was developed expressly for cleaning linoleum floors quickly and easily. Follow the cleaning with waxing. Armstrong's Linogloss Wax is liquid, and needs only to be spread around. It will dry in fifteen minutes, giving your floor a pleasant gloss. Rub it only if you want a high polish—it isn't necessary otherwise. In addition to bringing out the colors of the linoleum and thus adding greatly to its appearance, the wax actually takes the wear and saves the linoleum surface.

Armstrong's Linoleum is stain-resisting—spilled things wipe right up. And that will lift another worry off your shoulders!

To prevent denting the floor, furniture should be equipped with Bassick NoMar Gliders or Cups. The Bassick line, shown above, is distributed by Armstrong.

Once in a while, tracked-in dirt and dust may make your floor seem a little dull. When this happens, clean the floor with Armstrong's Floor Cleaner. The cleaner, added to the water, makes floor care so easy. It dissolves all dust and dirt.

Follow this cleaning with a new application of Armstrong's Wax. Apply it to the floor, let it dry a few moments, and you'll have a protective coat over the linoleum. This protective coat, applied occasionally, will add years to the life of your floor.

Remove all dust and dirt with a dry mop. Do this daily and hard scrubbing will never be necessary. Occasionally renew the protective wax film with Armstrong's Linogloss Wax.

An Invitation . . .

Let us help you plan your Dream Kitchen

We invite you to look over our stock of Armstrong's Linoleum Floors. The five distinctive Embossed patterns featured in this book are now on display, but we also keep a wide variety of other Armstrong patterns on hand at all times.

The salespeople in our Linoleum Department are trained to help you select wisely. They will suggest the pattern that will best suit your requirements—then go a step further and advise you, if you like, on the selection of draperies and walls to harmonize. We have the full cooperation of Armstrong's Bureau of Interior Decoration on these matters. Hazel Dell Brown, in planning and writing this book, has offered a wide selection of suitable curtains, draperies, wall coverings, and trims to go with the five popular Embossed Inlaid Linoleum Floors we are featuring.

When you come in, be sure to bring the measurements of your kitchen (or any other room that needs a new floor) and we will give you an accurate estimate. This does not obligate you in any way. We will be grateful for the opportunity to talk to you about floors—and remember, the investment in a dream kitchen is surprisingly reasonable.

Green with brown and white for the kitchen or bathroom strikes a fresh note. The floor is brown Marbelle No. 05 with strips of jade green No. 42 and white No. 23 plain linoleum. The Linowall is No. 720 with plain brown cove and base. Cabinets may be ivory with draperies of brown and white glazed gingham.

Pine Linowall and wood trim are perfectly complemented with a shaded embossed tile linoleum floor, Pattern 6240. The ruggedness of handblocked linen overdrapery, the basket weave glass curtain, homespun upholstery in old red, and Scotch wool rug illustrate the principle of harmonious texture.

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